

Business Opportunity - Foundation of your Company

As you are beginning to prepare your business idea it is important to create a solid foundation on which your business can grow. Therefore, you must create a competitive and sustainable business as well as help others understand what your business will be all about. The following requirements will help you develop a company description investors will expect to see in a business plan and will guide you as you begin to establish your business.

Assessment Requirements

1.) Identify the Business Definition (9 points)

- Establish the Who, What, and How of your organization - Be detailed yet summative so investors and you can see the company defined.

Who - Identify who your business will be potentially serving, including geographically, Psychographics, and Demographically.

What - Describe the offerings of your business, remember its more than the product, its the experience too.

How - Describe the experience and how the business executes its offerings.

2.) Mission, Values and Culture (9 points)

Mission Statement - Should include some the areas of focus we discussed. (Target Market, Offerings, Community Relations, Profitability, Growth, Survival)

Values - Establish the Core Values your business will abide by. Determine what you want YOUR business to believe in and explain them.

Culture - What environment do you want to create for your employees, customers and relationship between the two? Describe and be detailed.

3.) Competitive Advantage (12 points)

What will set you apart from the competition. Demonstrate the following in order to determine your competitive advantage.

Identify 3 of your major competitors - Direct Competition

a.) For each competitor identify:

Who is the unique target market?

What is unique about their offer?

How do they execute their offerings differently?

b.) Develop a Quantitative or Qualitative comparative analysis using the **6 factors** of Competitive Advantage and at least 3 more of your own and perform the analysis.

c.) From the analysis, what will be the areas that your business could have the competitive advantage? Express what the advantages are in detail and support your response.

d.) Create your Unique Selling Proposition and explain how you will implement your competitive advantage by discuss the tactics that you will be utilizing in helping customers recognize it and that they will know the difference when they experience your products/services.

4.) Economics of One Unit/Break Even Point (6 points)

Determine if your business offerings are feasible in creating a gross profit for your company.

a.) Approach one of your products/services and identify the COGS. Make sure to approach the cost of labor associated with the product/service. In regards to cost, use research to determine what goes into the product and find the costs associated. Do your best in estimating your costs in this initial breakdown.

b.) Determine the Break Even Point for the **month** on the product identified using the Break Even Formula. Test at least 3 different price points.

0	1	2	3
Element Missing	Provides a response but lacks in understanding and completion of the requirement.	Successfully recognizes the elements requested but does not make the connection to the company description.	Successfully discusses the element of the company description and identifies the impact it has on the success of the business.